

New Home Economics Building Next For YU, Says Wilkinson

by Frank Whrig

The next addition to the extensive building program at BYU will be a Home Economics building, according to President Ernest Wilkinson. This statement made at graduation exercises on June 13, coupled with the announcement that a wealthy man had left a substantial sum of money to the University.

According to Kiefer B. Sauls, BYU Treasurer, the philanthropist Myron J. Abbey and the gift amounted to \$70,824.03. The money, specified by Mr. Abbey for any particular thing at BYU, will be as the Board of Trustees deems best. Since the next building to be the Home Economics building, it seems probable that the money will be allocated for that purpose.

Dance Tonight on Smith Patio

A novel dance will be held to it on the Smith Patio. Beginning at 9 p.m., students wearing levin and gingham will dance to the music of Wes Barry. All urged to attend this first everybody-sponsored "stag or affair."

A gigantic outfit is shaping up July 13, at Saratoga. Dancing, singing, sports and games will be held from 3:30 p.m. Watch for the week's UNIVERSE for the details... but reserve July 13, NY!

Young Seeks Indian Queen to Reign in New York

A six-week trip to fairland in store for a young lady with beauty, intelligence, talent, and Indian blood. She will reign over the annual rodeo in New York's Madison square Garden.

The girl meeting those qualifications should contact Mr. E. Young, Brigham Young University faculty member, and Indian authority, who has been asked to direct the Rodeo Queen for six years.

Her expenses will be paid for a month in New York, and two weeks in Boston, with accommodations at fine places, and a round of entertainment will be showered on her.

ghest Birthrate ...

A. B. Degree Doesn't Mean "Abolish Babies" at BYU

Testing to the success of the young Young University reus training for family stability, a recent report shows that the birthrate in the nation is bartharte.

The Population Reference Bureau, a non-profit organization of Washington, D. C., reports in a report in 219 American colleges universities each year show the records of the graduates in 1925 to lead college age computation of both men's and women's lists puts those two sets of BYU alumni considered ahead of the rest of the nation, with 3,400 children per decade of 1926 and 218 children a graduate of 1941.

pholding the western laurels in second place in both classes with 2,577 for 1926 and 2,144 for 1941.

The BYU figures are more impressive when the average of nation's colleges are considered. From the class of 1926, the average 1,84 children per decade and the women 1,18. Alumni of 1925 have produced 1,42 children each and the average 1.13.

Don't let your A. B. mean "Abolish babies," cautions the Population Reference Bureau in

noting gloom that as an average, these classes are not replacing themselves. The report estimated that 21 children per graduate are needed for replacement of a college class.

With so few of the college groups replacing themselves, the outlook for the future generation is depressing, the report lamented. "Democracy being based on government by the people, it is evident that the culture of the government depends on the quality of its people. As our able people enroll in colleges in increasing numbers, the effect on the next generation will be most unfortunate if they receive along with their diplomas the tradition of small families."

The 1940 census showed that women with a high school education have 2.78 children, while those with only 4 years of education produce 4.33 children each, considerably above the college graduates.

The report explains that although the diplomas do not assure a graduate that his children will be superior, it does mean that the educated parents likely will be able to give their children above average endowment because of their training.

Dr. Ernest L. Wilkinson, president of Brigham Young, expressed

his pride in the school population which stresses Latter-day Saint principles along with science in the classroom and laboratory and makes religion a real force in education.

"There is more to education than learning a set of facts," said Dr. Wilkinson. "At BYU we are trying to uphold the charge of our founder—Do not teach them the alphabet or the multiplication tables without the spirit of God. True training for life includes development of personality, companionship, love of God and man, and striving for happiness in the stable, simple life."

On the brighter side of the population report, the statistics reveal that the alumni who recently celebrated their tenth anniversary can boast of families 27 per cent larger than their brothers of the class of 1936 when they celebrate their tenth, while the women show families 21 per cent larger.

The population Bureau expressed its pride in BYU which stands as an example of the Bureau's prediction that "as more and more young graduates discover that larger families are to be desired and are possible, the old pattern of too few children will be abandoned."

Brigham Young

UNIVERSITY OF UTAH

Vol. 3, No. 61

July 6, 1951

Provo, Utah

B. F. Graduation Planned

Pres. Wilkinson Announces August Event

A fall commencement program for Brigham Young University was announced today by Dr. Ernest Wilkinson, president.

Probable dates for the event will be August 26-27. A preliminary estimate of graduates is set at 175-200, some 20-30 of which will be graduate students receiving masters degrees and the rest bachelor-degree candidates.

Several reasons prompted the summer graduation, according to Dr. Asahel D. Woodruff, dean of the BYU graduate school.

1. Spring commencement exercises have become so large as to be unwieldy. The fall commencement, being tried for the first time this year, is expected to relieve the congestion.

2. Many people working on advanced degrees, do much of their work in the summer which necessitates their waiting until the following spring to obtain degrees. With the fall commencement, this will no longer be necessary.

3. The spring these-typing bottleneck will be avoided.

Many eastern universities such as Chicago and Cornell are now holding commencement exercises every quarter, Dr. Woodruff said. The trend at BYU is toward this practice.



Speech Correction Clinic Helps 32 Children

Thirty-two children with speech and hearing defects are receiving assistance in the annual speech correction clinic at Brigham Young University.

The clinic is under the direction of Dr. Alonzo J. Morley, and is a part of the summer activities of the University Speech Department. During the six weeks of the first session, children ranging in age from six to 18 who have any type of speech disorder may participate in the clinic. Assisting Dr. Morley are graduate students and advanced undergraduates in the field of speech correction and speech pathology. Chief clinician this year is Don Davidson, San Bernardino, California, graduate student.

A new feature of the clinic this year is a scheduled weekly consultation with parents of the children enrolled. Problems concerning the nature of speech problems and a program of home cooperation will be discussed during this series of conferences.

Children attending the clinic meet each afternoon from 2 to 4 at the Speech Department clinic center for individual and group work. Besides private coaching in individual speech remedial work, groups with related problems meet under the direction of the clinicians. Socialization and mutual stimulation come from the group work. Dr. Morley pointed out.

Students attending the clinic come mostly from Utah County, with a few coming from farther away. Most of them have enrolled as a result of a series of diagnostic clinics held during the early spring in surrounding communities.

Dr. Morley has become known as one of the nation's leading authorities in speech correction. He received his Ph.D. degree from Iowa University in the field, and has since been a visiting professor at University of Southern California, Los Angeles; and at the Portland Extension Center, Portland, Oregon, besides organizing and directing the BYU speech clinic.

Ecclesia Choir to Appear on Tuesday Assembly

The world-famed Ecclesia Choir will present their only concert at Brigham Young University, Tuesday, July 10, at the regular 11 o'clock assembly hour in the Joseph Smith auditorium.

The choir's program will include both old and new music in the distinctive worshipful character so well known to listeners of the Ecclesia Choir. Known for their novel interpretations of church a cappella choir music, the group has thrilled audiences in America and abroad in church, radio, and formal concert. A large crowd of students and townspeople are expected to attend.

The choir appears as part of the thirtieth annual Summer Music Festival at BYU.

Dr. Asahel D. Woodruff, dean of the Graduate School, will speak in the Thursday Assembly at 11 o'clock, according to Dr. Arnel S. Ballif, dean of the BYU Summer School. In announcing the assembly programs, Dr. Ballif expressed the hope that they will be well attended.

Brigham Young UNIVERSE

Glorious Fourth ...

Sleep, Study Dominate Plans For Holiday, Scribe Finds

by Dorothy Bartels

Have you ever wondered what students and faculty members of a big university do when they have a one-day holiday in the middle of the week—too short a time for out-of-towners to go home? The others being curious on that point and the July 4 holiday gave me an opportunity to find out.

Unfortunately, the UNIVERSE deadline was Monday—two days before the holiday—so I had to word my question in both the past and future tenses; because of the paper not coming out until the holiday was ancient history. The question I put to everyone was, "How do you spend your Fourth of July holiday next Wednesday?" which gave a few people the idea that maybe I belonged up in that university on the other hill; and the most common answer I received was, "Why don't you ask me next Thursday."

As I qualified my misdirectioned root beer in the bookstore, I queried the cute little waitress on her holiday plans. She preferred not to be quoted, however, because, "I might have to work and that sounds so depressing for a holiday."

I discovered that the bookstore was a great place to find people and news, so I stayed around for awhile.

Sleep, Sleep, Sleep ...

It wasn't long before Joe Hickey, St. Johns, Ariz., came in to get the latest dope on the sports magazine, so I scooped him and learned that he intended to march with the National Guard in the parade, catch up on his sleep, and shoot off some fireworks.

Dick Packham, Blackfoot, Ida., was the next one I queried, and his answer was, "Nothing much. I guess I'll just stick around home; maybe do some reading, and catch up on my sleep."

About this time the bookstore crowd started thinning out as everyone went to his next class, so I wandered over to the library where I found Dorthene Beck, Provo, hard at work at the Reserve Book window. When asked about holiday plans, she replied, "I don't have anything definite planned, but I'm not going to work—that's for sure. I guess I'll just take a vacation from my school vacation."

Compelled to Study

On my way to work in the North Building, I ran into Jim Solomon, Las Vegas, Nev., and put the question to him. "Much against my principles and better judgment," he said, "I am being compelled to study."

Back at the bookstore for lunch that noon, I happened to see Dr. M. Wells Jerkenan of the Archaeology department. Between bites of his sandwich he informed me that he was going to study, adding as an afterthought, "What else is there to do around here?"

Before I left the bookstore, I saw Ella Mae Cook, Shelby, Ida., whose answer to the question was, "I don't know yet. I'll have to find out from Key."

I decided to wander down to Cargus Dorm before returning to work to see if any of the girls there might have interesting plans. On the way down, I met Beth Schwantes, Douglas, Ariz., whose reply was, "Just be lazy, I guess."

I found Barbara Budge, Denver, Colo., home at the dorm and discovered that she was going to the parade and on a picnic.

Leaving the dorm, I saw Tom Kekaula, Honolulu, Hawaii, replying the light outside the door. He had to get up and move his ladder to let me pass, so I took advantage of the opportunity to find out how he was going to spend the holiday. His plan included swimming and tennis. "But I'm definitely not going to study."

George Wilkins, Ramoth, N.M., said he was planning to spend the day in Salt Lake, visiting friends and seeing the movie he worked in a year ago.

Grant Evans, Parma, Ida., planned on going fishing. Catch anything, Grant?

Last, but not least, I asked my boss, Professor Wendell Taylor, how he planned to spend the day. His reply was, "Play some golf (if I get up early enough) take my family to the parade, and spend the rest of the day with friends."

BRIGHAM YOUNG UNIVERSITY

Published every Thursday during the first term of Summer School by the Associated Students of Brigham Young University, Provo, Utah.

Printed by the Brigham Young University Press

STAFF

Editor Calvin Pratt
Business Manager Orton Lewis
Feature Editor Dorothy Bartels
Reporters Ken Sorenson, Dale White,
Frank Wirtz, Mary Jane Groberg
Sports Bob Harper, Jerry Turner



"It'd better say good-bye, Elsie Mae—I think some of the other boys in the house wanna see 'th' phone."

Flower Show? ...

Flower Professors—Take A Lesson From Harrison

Flower professors could take a lesson from Brigham Young University's Dr. B. F. Harrison. He has arranged a final examination which looks like a flower show.

The class is not a flower-arrangement class, but plant classification, Botany 3. Part of the final exam includes separation of several scores of plant specimen into families. When the students have finished the grouping, the place looks like a greenhouse.

The course, which will be offered during the second session of summer school at BYU, stresses recognition of certain plant families. Plants must be identified in the temperate region will be studied, enabling students to recognize at least two thirds of Utah flora, Dr. Harrison says.

During the five weeks of the second term, students will collect, study, and classify plants. Laboratory studies will be enhanced by frequent field trips.

"The course will stress means of identification of plants," Dr. Harrison says, "but in the meantime, the students will learn to recognize by name a large number of native plants."

The final examination of the course has always been interesting. Members of the botany department usually drop in after students have finished their work-out, to see how well they can do on the "flower arranging."

Three credit hours are given for the course, which has no prerequisites.

'Old Faceful' ...

Booby Traps Infest BYU Campus, Scribe Relates

by Ken Sorenson

Booby traps infest the BYU campus on a minor scale. Everyone on campus is subject to suffer for their ignorance in not being able to recognize at least some of them. They have no definite form, color, shape, or size. They are most effective when least expected and they're found all over the campus although not definitely attributed to the ROTC grenadiers.

They work in numerous ways to promote the general discomfort of students and teachers alike. They are not guaranteed to work at all times as they are usually preceded by a series of normal events and can take the form of anything, any time, anywhere.

Barbara Budge, student-body secretary, can vouch for the accuracy of "Old Faceful" given in the library as to hitting between the eyes. It is disguised as a fountain.

Umbrellas are usually effective about campus with one exception. A group of students, sharing one umbrella, dash madly for a class in the west wing of the North Building. The one person who has managed to keep completely dry reaches the door first and stands holding it open for his less fortunate friends. When all are in, the umbrella is closed—just in time for the unsuspecting students to receive an invigorating shower from the leaking roof.

Much to be pitied is the student who begins the very stiff examination with calm certainty in himself and his answers only to have them shattered, smashed and blasted to fragments along with his pencil in that grinding, clanking, chopping, topping, devilish device that ordinarily is a pencil sharpener, leaving only a stub of his pencil and former attributes from the leading roof.

Some infamous gents with a sadistic sense of humor must have invented a wave line, to lead the student who likes to relax during a dull lecture to that very solid looking seat that will always buckle, break, sway or bolt away from under the student. The rebounding thud thus produced seems to say, "That's it, Prof. You put 'em to sleep and I'll wake 'em up."

the war today

by Ford Paulson

Soviet delegate Jacob Malenkov proposal of last week seems to have borne the fruit of delirious possibilities for a negotiable peace between the UN and forces fighting in Korea. A bright ray of hope has caused world news picture to take on much brighter hue than it has many months.

The paradox of the situation is that thousands of fighting men on both sides are being killed and wounded while the world waits impatiently for the cease-fire order, which will come on July 8, the date set for the preliminary talks among the nations concerned.

The actual negotiations scheduled to begin two days in July 11, about the Danish flag ship, "Jutlandia" in North Korean port of Kaesong.

The reason for the postponement, imposed by Red China, not certain, but Chinese Navy and intelligence sources have declared that the interim is to Chinese Communists an opportunity to get instructions from their Moscow "bosses."

These talks will probably bring an end to actual fighting in Korea, but Chinese and U.S. officials both "warn" against "expecting too much." The Korean impasse is the result of deep-rooted problems and it would be rash indeed to suppose that all these problems could be solved in minutes.

Of the lifeblood of modern warfare, is the subject of day on the other side of the S. periphery of influence. The petroleum reserves of Iran, under the control of the British-owned Anglo-Iranian Oil, have been taken over by the Iranian government, their nationalization move.

The resulting tie-up of tank in Arabian harbor has been most serious result thus far. Captains of the loaded tankers refuse to acknowledge that if cargoes are the property of new oil currents, and other to give the idea in the harbor until agreement can be reached.

Unless the stalemate is broken between the British-owned oil and the oil company, the crisis at the Persian Gulf, the largest, will be forced to go down in about two weeks, which time all its storage facilities.

It is unlikely that any armed move will be made by Britain in an attempt to gain back control over the petrol crisis. A Soviet-Iranian pact of 1921 guaranteed mutual assistance if either country is attacked. The Iranian government says the pact is no longer valid, but the Soviets may impose their own interpretation to the effect that it is valid, and they send troops into Iran if this state makes any hostile move in that direction.

Again on the brighter side the picture, Russia has agreed meet with the Western powers discuss the trade situation in Berlin. It seems a small step, perhaps, but it is significant in that it is the first time that Russia has agreed to talk on any matter for a period of almost two years.

"Vere" kissed a boy, and the lips cool!



UP TIME—Lawrence Sardon puts the orchestra under some extensive drilling for the operas, "The Old Maid and the Thief" and "Gianni Schicci," scheduled to be presented July 18-19 as part of BYU's Summer Music Festival.

Sardon, Howell Push Extensive Rehearsals of Coming Operas

Extensive orchestral rehearsals are under way in preparation for the summer evening of operas slated for July 18-19 at 8:15 p.m. at Brigham Young University's college hall. Two fine comedies are set for performance, and a chamber orchestra which will play for both operas is being trained by Lawrence W. Sardon, BYU symphony orchestra conductor and director of the summer music clinic. The operas, Puccini's "Gianni Schicci," and Menotti's "The Old Maid and the Thief," are being directed and produced by John Daggett Howell, outstanding Chicago producer-director of opera.

COOL as a Mountain Top

ACADEMY PHONE 2030

YV — ENDS SATURDAY

"SECRET OF CONVICT LAKE"

see Tierney — Glenn Ford

STARTS SUNDAY

10 MINUTES IN A USE OF MYSTERY!

AND LADY

ETHEL BARRYMORE — EVANS

ANGELA LANSBURY — WYNN

Double Show VALUE!

THE 13TH LETTER

20 CENTURY FOX

ARNELL — BOYER — RENNIE — SMITH

30

30

30

30

30

30

30

30

30

30

30

30

30

30

30

30

30

30

30

BYU Approval Found on Chemical Society List

In a recent release from the American Chemical Society, Brigham Young University was again listed among approved schools.

Approval of the university entitles qualified graduating students to membership senior grade in the society after two years of experience in the field of chemistry.

All members of the BYU chemistry staff are members of the society.

BYU Enrollment One Short Of 1950 Total

Idaho led the out-of-state enrollment race for the first session at Brigham Young University with 138 students out of a total enrollment of 1386, as compared with 1387 students enrolled for the first session last summer.

Thirty states and five foreign countries were represented. Part of the geographic breakdown included: Utah, 616; Arizona, 73; California, 93; Colorado, 13; Idaho, 128; Nevada, 17; New York, 8; Oregon, 13; Texas, 5; Virginia, 7; Washington, 14; Washington, D.C., 2; Wyoming, 23; Hawaii, 23; Canada, 8; Japan, 1; Mexico, 2; and New Zealand, 1.

- CAR SERVICE
- FOUNTAIN
- DINNERS
- FRIED CHICKEN
- STEAKS

KIRK'S DRIVE INN

OREM

Large Parking Area

LDS Club Members Will Hike Timp

Lambda Delta Sigma members will begin training this weekend for the Timp Hike, according to Jim Solomon, summer president.

Members will meet in the Joseph Smith lobby at 2 p.m. Saturday for a hike to Timp Cave. All members having cars are asked to be sure to bring them.

There will be games and refreshments at the cave, and the group will return in the evening.

Summer pledging will be Sunday evening, July 8, at 8:15 on the east steps of the Mawer Building, and Goat Week will be next week for all summer pledges.

Approximately 60 members and potential members made a big splash at last week's swimming party at Saratoga.

FERGUSON'S Bicycle Hospital

— ★ —
Schwinn-Built Bikes
Sporting Goods

— ★ —
Drop in any time
795 Springville Road

COTTON

up to fashion

Faberge

GENUINE EXTRAORDINARY

APHRODISIA

\$2. two ounces

...with Faberge's cool, cool colognes

fresh and fragrant accessories to

summer's favorite fabrics

Aphrodisia, Woodhue, Tigress,

Straw Hat, Act IV

Thomas'

28 WEST CENTER IN PROVO

1/2 G. BOWLEY (Owner)

ARROW CAB 506

IN SERVICE

BILL and IVA'S CAFE

SEA FOODS
STEAK & CHICKEN
SHORT ORDERS
BANQUET ROOMS

2nd South & State Street
on U.S. Highway 9
Phone 0575-R1 — Orem, Utah
Bill Olsen, Prop.

PHOTOGRAPHY & FUN

WHAT ABOUT PHOTO FINISHING? Between our two stores we do very nearly the largest volume of photo finishing in the state. Even with all of this volume we were not able to continue to do the finishing by hand in our own plant. The majority of our customers now prefer the enlarged prints and most of them prefer them returned bound in the small albums ready for mailing or for convenient handing to friends. The equipment to make these enlarged prints efficiently costs many thousands of dollars. To make them by hand, even if the materials were available, which they are not, would be so expensive that it is doubtful if it could be done profitably at a dollar a roll. Even with machines it is not possible to turn them out in decent quality and reasonably promptly for less than sixty to seventy cents for a roll of eight exposures. **EVEN SO THIS IS A PRICE RISE OF ONLY TWENTY TO FORTY PER CENT OVER PRICES OF 1950 TO 1951.** WILL GIVE TEN DOLLARS IN TRADE TO THE FIRST PERSON WHO CAN BRING ME DOCUMENTED PROOF OF ANY COMMODITY OR SERVICE ON TODAY'S MARKET WHICH HAS GONE UP LESS THAN PHOTOFINISHING SINCE 1951.

WHY DO PEOPLE BRING THEIR FINISHING TO US? Because our customers get unlimited technical help in improving their pictures at no higher cost than taking their pictures elsewhere, because our customers do not pay anything for pictures they spoil—and the decision rests with the customer. We gladly refund the price of any picture a customer doesn't believe to be worth printing. Our customers give their pictures to us because we love photography and are interested in how each and every picture turns out, and because we are ready and capable of defending you in any controversy of opinion with the finishing plant. **THIS FACT MEANS THE FINISHING PLANT MUST GIVE US SUPERIOR QUALITY OF WORK.** We checked over a period of several weeks, 50% perfect pictures. When we started in business it was only about 50%. This makes us very happy. This is why **PHOTOGRAPHY IS FUN** We give away good cheer. Call in for your portion any day.

ALLEN'S PHOTO SUPPLY

Provo 24 N. University
Ogden 418-24th Street

WE HAVE ALL THE PHOTOGRAPHIC DEALERSHIPS

Fast, Dependable Photofinishing Consultation Service



PROVO TO VERMONT AND BACK AGAIN—31 members of the Brigham Young University Church History Tour pose here beside the bus that carried them 6546 miles across the United States, visiting places of Church and national interest. Alma F. Burton, second from left (standing) was instructor for the group.

SEE the Amazing Pfaff Sewing Machine. For a free demonstration in your home call Eldon Cox - 957-M or 130.



TELLURIDE MOTOR CO.
FORD Sales & Service
Service Station
55 West Center
Used Cars
50 East First North



COMPLETE SHOWS
7:30 & 9:40
TONIGHT & SATURDAY



GLORIA LEO JUNE BROOKER DENNIS O'NEILL
— FOLLOW THE SUN — JUNE MAGAZ

31 Church History Students Complete 6500-Mile Tour

A group of 31 students of LDS church history returned to Provo on Sunday evening after a 6500-mile tour to hallowed historical points in the history of the church. Dr. Alma F. Burton of the BYU Division of Religion was the group's advisor on the tour.

The group visited points of interest from Vermont to Emigration Canyon and, as nearly as possible, stuck to the trail made by the Mormon pioneers in 1847. A testimony meeting was held at the Sacred Grove in Palmyra which Dr. Burton described as "very impressive." Services were held at Carthage Jail on June 27, the 107th anniversary of the martyrdom of Joseph and Hyrum Smith.

Although spring rains and mud caused some inconvenience, the group overlooked it and continued to have a fine time throughout the trip, Dr. Burton said.

The group, traveling by chartered bus, found friends among LDS people all along the way. A sign on the side of the bus proclaiming that the group was from BYU attracted notice that would otherwise not have been received. Tour members ranged in age from 16 to 75, with several "over seventies" in the group, and Dr.

Burton said the older members seemed to enjoy the tour as much as the younger ones.

A highlight of the tour came for Clarence July on June 14, just before the group left Kansas City, when he received a call from his wife, Salette, in Idaho Falls, informing him that he was the father of a bouncing baby girl, Julie Ann.

Three full weeks were spent en route, after a week of briefing for the tour. In addition to the Church historical points, the group also visited such national points of interest as Gettysburg, Washington, D.C., Boston, Lexington, Concord, New York, and Niagara Falls. At the latter point, several of the group got slightly damp while trying to see the Falls through the mist.

The tour was given as a university course, carrying six hours credit for those who desired it. Students taking it for credit will write up an account of the tour in research paper form. All who went on the tour will receive attractive certificates of participation.

The Extension Division, sponsor of the tour, plans to make it an annual affair if enough people are interested.

Archaeological Society Plans Field Trip


The Brigham Young University Archaeological Society has announced plans for a field trip in the vicinity of West Mountain, southeast of Utah Lake, next Monday afternoon, July 3, at 1:00 p.m.

All interested persons are invited to participate and are urged to contact the Society in Room 203, Science Building for details.

THE LAUNDERETTE
Twenty Automatic
Populaire Washers
Tee Dryers
36 per week
Deep — Black — Bling
FREE
32 East First North
PHONE 2429-1

CANYON SERVICE SAVE ON GAS

12th North & Canyon Road
William Higbee, Prop.

Get the inside
story of
Clipper  Craft
quality...

MAKE THE
LAPEL TEST
on Clipper
Craft suits
\$50 & \$55

No suit is better than what's

inside it . . . and this test shows
just a little of the hidden tailoring
inside every Clipper Craft suit!

It's obvious these suits would
cost much more . . . if it
weren't for the Clipper Craft

Plus . . . over 1200 fac-
tories "buying together" to
bring you unusual savings
in suits like these! Come in
today and make the lapel test.
You'll always buy Clipper Craft!

Make the Lapel Test . . .



Crush a Clipper Craft lapel in your fist
. . . then watch it spring back to its
original shape. It's proof that Clipper
Craft quality is reflected in . . . not just
pressed in!

TAYLOR'S



UPB